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specifically associating any said one or more analytes in said sample with a scattered-light detectable particle,

detecting said light scattered by any said particles under said conditions as a measure of the presence of said one or more analytes.

3. The method of claim 2 wherein the color of said specific colored light provides a measure of the presence or amount of said one or more analytes.

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5. The method of claim 1 wherein said detecting comprises measurement of the color of scattered light as a measurement of the concentration of said one or more analytes.

6. The method of claim 1 wherein said particle has a composition suitable for producing a specific colored light when observed by said human eye and illuminated with white light.

7. The method of claim 1 wherein said particles are associated with a solid phase bound analyte.

8. The method of claim 1 wherein said particles are in a liquid phase during said detecting step.

9. The method of claim 1 wherein said analyte is bound to a solid phase.

10. The method of claim 1 wherein said analyte is free in liquid solution.

11. The method of claim 1 wherein said sample is a microarray or array chip comprising discrete areas each of which may contain said one or more analytes.

12. The method of claim 1 wherein said light is polychromatic white light.

13. The method of claim 1 wherein a monochromatic light illumination source is used to provide said light.

14. The method of claim 1 wherein said method comprises providing a plurality of different particles each having a different visual appearance when observed by said human eye.

15. The method of claim 1 wherein said particles are used in a homogenous assay and wherein two or more particles are brought sufficiently close together so that the light scattering property of any one particle is altered, wherein said alteration is a measure of the presence of said one or more analytes.

16. The method of claim 1 wherein said particles are used in a assay and wherein two or more particles are brought sufficiently close together so that the light scattering property of the two or more particles can be resolved from single particles and said light scattering is a measure of the presence of said one or more analytes.

17. The method of claim 1 wherein said particles are used in a homogeneous assay and wherein two or more particles are brought sufficiently close together so that the light scattering property of the two or more particles can be resolved from single particles and said

light scattering is a measure of the presence of said one or more analytes.

18. The method of claim 1 wherein said particles are used in a homogeneous assay and wherein two or more particles that are held in close proximity to one another are caused to be separated so that the light scattering property of any one particle is altered, wherein said alteration is a measure of the presence of said one or more analytes.

19. The method of claim 1 wherein said particles are used in a homogeneous assay and wherein two or more particles are linked together by one or more molecular interactions, wherein the molecular interaction holding the particles together is disrupted so that one or more particles is released from the molecular interaction, wherein said release is a measure of the presence of said one or more analytes.

20. The method of claim 1 wherein said particle is a gold or silver particle.

21. The method of claim 1 wherein said particle has a size between 1 and 500 nanometers inclusive.

22. The method of claim 1 wherein said light is directed toward said particle by a prism or other light guide system.

28. The population or particle of claim 23 or 26 wherein said particles are spherical.

30. The population or particle of claim 29 wherein said particles are asymmetrical.

32. The population or particle of claim 23 or 26 wherein said particles have a size distribution with a coefficient of variation of less than 10%.

34. The population of claim 23 wherein said particles comprise gold.

35. The population of claim 23 wherein said articles comprise a mixed composition of gold and silver.

36. The population of claim 23 wherein said particles are composed of silver and a magnetic or ferro electric material.

37. The population of claim 23 wherein said particles are composed of gold and a magnetic or ferro electric material.

38. The population of claim 23 wherein said particles are composed of a mixture of metal-like materials and a magnetic or ferro electric material.

39. The population of claim 23 wherein said particles are composed of gold with a surface coating selected from the group consisting of polymer, protein, nucleic acid inorganic compound and organic compound, base material molecule, binding agent, and wherein said particles have a diameter of between 10 and 50 nanometers inclusive and produce a green scattered light when illuminated with white light.

40. The population of claim 23 wherein said particles are composed of gold with a surface coating selected from the group consisting of polymer, protein, inorganic compound and organic compound, base material molecule, binding agent, and the diameter of said particles are between 50 and 70 nanometers inclusive and

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42. The population of claim 23 wherein said particles are composed of gold with a surface coating selected from the group consisting of polymer, protein, inorganic compound, an organic compound, base material molecule, binding agent, and said particles have a diameter of greater than 120 nanometers and less than one micron and produces an orange to orange-red scattered light color when illuminated with white light.

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microarray wherein each separate area of said microarray
has a dimension between ten square microns and one square
millimeter.

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